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# **GelStat Launches Internet-Based Brand Awareness Program With Leading Direct Response Media Company**

BLOOMINGTON, MN -- (MARKETWIRE) -- 06/11/07 -- GelStat Corporation (PINKSHEETS: GSAC), a consumer healthcare company primarily focused on the development and marketing of over-the-counter (OTC) products for the safe and effective treatment of pain and inflammation, is pleased to announce it has successfully launched a brand awareness program with List Services Corporation ([www.listservices.com](http://www.listservices.com)). Using List Services' affiliate program, Gelstat Corporation's clinically proven product, Gelstat Migraine, is being advertised to over 500,000 potential new customers. The direct response program will continue for the next several weeks.

Tom DeSantis, GelStat's business development manager stated, "This direct response program is highly cost effective and reaches thousands of new potential customers, while it creates additional brand awareness for GelStat and its products. This is another positive step in the growth of the Company and is one model the Company will use to increase sales for the long term."

Upon completion of this first program, Gelstat Corporation expects to continue to execute direct sales campaigns that are self funded and that sell product directly from its web site.

## **ABOUT LIST SERVICES CORPORATION**

List Services Corporation was founded in 1980 with primary goal of delivering top-performing lists to the direct marketing community. Recognizing innovative ways to meet the growth needs of the industry, its mission quickly evolved into establishing a comprehensive direct marketing services Company. Since 1984, LSC has developed and grown a state-of-art computer services facility.

Its additional divisions include List Management, List Brokerage, Data Enhancements and Interactive.

## **ABOUT GELSTAT CORPORATION**

GelStat Corporation is dedicated to providing safe and effective over-the-counter (OTC) treatments for pain and inflammation. GelStat's first product, GelStat Migraine, is sold nationwide through retail chain stores and 4,000 independent retailers and pharmacies.

GelStat Migraine is a sublingually (under the tongue) administered OTC medication for acute relief from the pain and associated symptoms of migraine. Over 90 percent of the 30 million Americans with migraine use OTC headache remedies, generally aspirin or other

non-steroidal anti-inflammatory drugs. Americans spend \$2.6 billion each year on 600 million units of such products, although they are believed to be effective for only about 25 percent of those with moderate to severe migraine.

Click the following links to view supporting information on the effectiveness of GelStat Migraine:

[Open Label Clinical Study performed by Dr. Rodger Cady and Dr. Curtis Schreiber of the Headache Care Center in Springfield, Missouri](#)

[Double-Blind Placebo Controlled study performed by Dr. Shenna Aurora co-director of the Swedish Headache Center in Seattle, Washington](#)

[2 Minute Video Demonstrating the Product and it Successful Treatment of a Migraine Headache](#)

The Company also has a suite of additional, effective healthcare products that address large consumer markets. GelStat(TM) Arthritis is the second available product to utilize GelStat's patent pending formulation. It is provided as a daily use, sublingual dissolving tablet. Arthritis and chronic joint symptoms are among the most common medical complaints in the United States. The Center for Disease Control estimates that, in its many forms, arthritis affects up to 70 million Americans, causing significant, often long-term pain and disability. Typical arthritis medications often provide only marginal relief, and are increasingly associated with frequent and significant side effects such as gastrointestinal bleeding, stroke, heart attack and potentially life-threatening skin reactions.

The Company has also developed "GelStat(TM) Sinus" and "GelStat(TM) Sleep," and believes that each of these products performs well and is effective for its intended use. The National Institute of Allergy and Infectious Disease estimates that 37 million Americans are affected by sinusitis every year, with at least 20 million more suffering from allergies. Approximately 70 million Americans are reported to be "problem sleepers."

For more information, visit [www.gelstat.com](http://www.gelstat.com)

Safe Harbor Statement Under the Private Securities Litigation Act of 1995

With the exception of historical information, the matters discussed in this press release are forward-looking statements that involve a number of risks and uncertainties. The actual future results of GelStat could differ significantly from those statements. Factors that could cause actual results to differ materially include risks and uncertainties such as the inability to finance the company's operations or expansion, inability to hire and retain qualified personnel, changes in the general economic climate, including rising interest rate and unanticipated events such as terrorist activities. In some cases, you can identify forward-looking statements by terminology such as "may," "will," "should," "expect," "plan," "anticipate," "believe," "estimate," "predict," "potential" or "continue," the negative of such terms, or other comparable terminology. These statements are only predictions. Although we believe that the expectations reflected in the forward-looking statements are reasonable, such statements should not be regarded as a representation by the Company, or any other person, that such forward-looking statements will be achieved. We undertake

no duty to update any of the forward-looking statements, whether as a result of new information, future events or otherwise. In light of the foregoing, readers are cautioned not to place undue reliance on such forward-looking statements. For further risk factors, please review our SEC filings.

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